



MAD

No. 188
Jan. '77
OUR PRICE
50c
CHEAP
33230

...strikes out
**THE BAD
NEWS BEARS**

...shoots down
**MISSOURI
BREAKS**

...backhands
**THE TENNIS
CRAZE**

...needles
**DOCTORS AND
THE A.M.A.**



...and short-circuits
**THE BIONIC
WOMAN**

MAD'S CHEAP PUBLISHER TURNS SANTA CLAUS...

...and
gives every

**NEW
SUBSCRIBER
a
CHRISTMAS
GIFT
DISCOUNT
of...**

\$2.01!

Mainly...

**A 20-ISSUE
SUBSCRIPTION
or
GIFT
SUBSCRIPTION
to**

MAD

(REGULARLY \$10.00)

for only

\$7.99!



THIS OFFER EXPIRES CHRISTMAS EVE, 1976 (GIVE OR TAKE A WEEK OR SO!)

use coupon or duplicate



MAD

485 MADison Avenue
New York, N.Y. 10022

I ENCLOSE \$7.99*!

☐

Enter my name on your subscription list
and send the next 20 issues of MAD to:

☐

Extend my current subscription at this
reduced rate for 20 more idiotic issues!

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____



MAD

485 MADison Avenue
New York, N.Y. 10022

I ENCLOSE \$7.99*!

Please send a Gift Subscription to MAD to:



NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

And send a cheery Gift Announcement blaming:

(FOR MORE THAN ONE GIFT SUBSCRIPTION, COPY COUPON)

*In Canada, \$7.99 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside the U.S.A. and Canada, \$9.99, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK or MONEY ORDER PREFERRED!

MAD

"A bird in the hand is worth two in the bush—but it can also make for a pretty messy hand!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*

JERRY De FUCCIO, NICK MEGLIN *associate editors*

JACK ALBERT *law suits*

GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,

DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of Consumers24

CORN ON THE CARD DEPARTMENT

Year-End Family Greeting Letters We'd Like To See29

COURT JESTINGS DEPARTMENT

A MAD Look At The Tennis Set38

DOC-WALLOPER DEPARTMENT

A MAD History Of Medicine15

DON MARTIN DEPARTMENT

Early One Morning On A Desert Island11

One Day Five Thousand Years Ago21

Late One Afternoon Last January48

DOUBLE-STANDARD BARBERS DEPARTMENT

No Wonder We're All Screwed Up!12

INCIDENT REPLAY DEPARTMENT

What's The Story?22

JOKE AND DAGGER DEPARTMENT

Spy Vs. Spy40

LETTERS DEPARTMENT

Random Samplings Of Reader Mail 2

MARGINAL THINKING DEPARTMENT

"Drawn-Out Dramas" By Aragonés **

PUBLISHER'S OVER-SCHLOCK DEPARTMENT

MAD's Clearance Catalogue Of Unwanted Articles, Etc.35

SEASON'S BLEATINGS DEPARTMENT

MAD Christmas Carols For The 1976 Season32

SPLIT SCREAM DEPARTMENT

A MAD Double Feature (Two MAD Movie Satires):

"The Bad-Mouth Bears" And "The Misery Breaks"41

TRAN-SISTER DEPARTMENT

The Moronic Woman (A MAD TV Satire) 4

**Various Places Around The Magazine

THE
MORONIC
WOMAN
(A MAD TV
SATIRE)
Pg. 4



A
MAD
HISTORY
OF
MEDICINE
Pg. 15



MAD
CHRISTMAS
CAROLS
FOR THE
'76 SEASON
Pg. 32



A MAD
LOOK
AT THE
TENNIS
SET
Pg. 38



THE
BAD-MOUTH
BEARS
(MOVIE
SATIRE)
Pg. 42



THE
MISERY
BREAKS
(MOVIE
SATIRE)
Pg. 45



LETTERS DEPT.



KEEP ON TREKIN'

"Keep On Trekkin'" is the funniest thing since "Space: 1999"!

Scott Vance
Pepperell, Ma.

Jacobs and Drucker really showed the "other side" of the Enterprise crew. It also establishes the space musical as the remotest frontier of "off-Broadway"!

Michael Schoenwald
Pittsburgh, Pa.

Frank Jacobs and Mort Drucker "Boldly go where no man has gone before!"

David Brunetti
Glen Burnie, Md.

Judging from Frank Jacobs's comprehension of "Star Trek," I'd say he was "Lost In Space"!

Mathew Brueler
Freeport, Ill.

You maniacs have cooked up an issue that would make Mr. Spock laugh!

Stephanie Portalski
Phoenix, Ariz.

It's about time somebody shot a laser right down the middle of those insane people who call themselves "Trekkies." Bless their bubble-gum brains! Do you think it was the fault of their parents?

Steve Gilbert
Hobbs, New Mexico

You clowns are really crazy to do a take off on "Star Trek" with all the dedicated Trekkies walking around. Some Spock nut may give you the "grip" one day.

Doug Patterson
Snellville, Ga.

I think Drucker and Jacobs really goofed this time. "Star Trek" has become a phenomenon because of its basic appeal to peoples' hopes and aspirations for a better world. Paramount owns the whole show, incidentally, including the reruns and the characters. The only money the actors get is from lectures, books and stationery that are indirectly related to the series.

Sara Shleien
Trekkie
Silver Spring, Md.

Recalling "A MAD Look At The Diseases Of Our Sick Society," MAD #126 (April '69), you can now add the infection spread by Jacobs and Drucker . . . "Trekinosis"!

Teddy Khoury
Brigantine, N.J.

MAD STAR TREK MUSICAL COVER

Jack Rickard's dance trio looks very enterprising. I never knew Alfred E. Neuman had ears for music.

Bruce Waldmer
Olathe, Kan.

MAD has earned a lasting place in Trekdom with the introduction of "Alfred E. Vulcan," MAD's "What, me logical?" kid.

Andrew Bartmess
Cincinnati, Ohio



"Alfred E. Vulcan" enshrined in Trekdom!

Rickard's illustration of "Alfie The Vulcan" is far out! Let's see Jack do some more front covers.

Bruce Hay
Oak Park, Ill.

MAD'S PACKAGER OF THE YEAR

I'm a Senior Packager in Art & Design High School. Your "MAD's Packager Of The Year" is a prize package.

Joe Preston
New York, N.Y.

I don't know the "big nothing" Hart and Rickard are packaging for the public in November because they only show his lower jaw. Still, his chin looks stronger than any of the chins that are in the running.

George Dumas
Washington, D.C.

Stan Hart and Jack Rickard took the wraps off a very sneaky industry.

Rob Pattison
Toronto, Ont.
Canada

"Packager . . ." was so good, I stopped reading it in the store and bought it!

Robert Harowitz
Cherry Hill, N.J.

FAMILY READING BOOM

Just a note to tell you it's so good to hear the kids laugh as soon as your MAD arrives. We laugh at them laughing.

Mrs. George Landis
Clearlake Highlands,
Calif.

HAS ANY BODY EVER REALLY HEARD . . .

"Has Anybody Ever Really Heard . . ."

—a Japanese person say, "Ah, so!"

—a streetwalker call, "Hey sailor, over here!"

—a cook summon people to dinner with "Soup's on!"

—a landlady admonish, "I run a respectable house here!"

—a trouble-maker declare, "This town ain't big enough for both of us!"

Rise Hatten
Olney, Ill.

MARTIN'S "THE STORY OF MOSES"

Martin's "Moses" is certainly a divisive force!

Eldon Potter
Kansas City, Kan.

"The Story Of Moses" was all wet!

Greg Wayman
San Jose, Calif.

I laughed so hard at Don Martin's "Moses," my sides parted!

Todd Huff
Bellevue, Ky.

Don Martin's "The Story Of Moses" is enough to supersede the Charlton Heston portrayal of same!

Thomas Atkins
The Film Journal
Hollins, Va.

PHOOLISH

"Phoolish" would have been even MAD-der with Mother Dexter, or Mother Drecker, in it.

Kristi Niles
Bangor, Mich.

LET US XPRAY

Your "Let Us Xpray" was a real gas!

Don Adams
Creston, Iowa

The idiot using the aerosol can in "Let Us Xpray" is out of his skull!

Gregg Millheiser
New City, N.Y.

"Last Gasp Aerosol" was really breathtaking!

Bryan Briscoe
Medina, Wash.

PROMISSORY NOTE

I will try to write every issue.

David Lynn
Toronto, Ont., Canada

Don't inconvenience yourself. It's hard for us to write every issue!—Ed.

Please Address All Correspondence To:
MAD, Dept. 188, 485 MADison Avenue
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed, stamped envelope!

HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?



GIVE MAD PAPERBACK BOOKS!

use coupon or duplicate

MAD • 485 MADison Avenue, New York, N. Y. 10022

PLEASE SEND THE MAD PAPERBACK BOOKS I HAVE CHECKED BELOW TO:

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____

AND SEND A CHEERY CHRISTMAS GIFT ANNOUNCEMENT ALONG WITH THEM BLAMING:

- | | | | |
|-------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> The Bedside MAD | <input type="checkbox"/> Hopping MAD | <input type="checkbox"/> DON MARTIN Cooks | <input type="checkbox"/> AL JAFFEE's Snappy Answers |
| <input type="checkbox"/> Son of MAD | <input type="checkbox"/> The Portable MAD | <input type="checkbox"/> DON MARTIN Comes On Strong | <input type="checkbox"/> AL JAFFEE's MAD Book of Magic |
| <input type="checkbox"/> The Organization MAD | <input type="checkbox"/> MAD Power | <input type="checkbox"/> DON MARTIN Carries On | <input type="checkbox"/> More AL JAFFEE Snappy Answers |
| <input type="checkbox"/> Like MAD | <input type="checkbox"/> The Dirty Old MAD | <input type="checkbox"/> DON MARTIN Steps Further Out | <input type="checkbox"/> AL JAFFEE's MAD Monstrosities |
| <input type="checkbox"/> The Ides of MAD | <input type="checkbox"/> Polyunsaturated MAD | <input type="checkbox"/> DAVE BERG Looks at the U.S.A. | <input type="checkbox"/> Still More JAFFEE Snappy Answers |
| <input type="checkbox"/> Fighting MAD | <input type="checkbox"/> The Recycled MAD | <input type="checkbox"/> DAVE BERG Looks at People | <input type="checkbox"/> Aragon's "Viva MAD" |
| <input type="checkbox"/> The MAD Frontier | <input type="checkbox"/> The Non-Violent MAD | <input type="checkbox"/> DAVE BERG Looks at Things | <input type="checkbox"/> Aragon's MAD about MAD |
| <input type="checkbox"/> MAD in Orbit | <input type="checkbox"/> The Rip-Off MAD | <input type="checkbox"/> DAVE BERG Modern Thinking | <input type="checkbox"/> Aragon's MAD-ly Yours |
| <input type="checkbox"/> The Voodoo MAD | <input type="checkbox"/> The Token MAD | <input type="checkbox"/> DAVE BERG Our Sick World | <input type="checkbox"/> Aragon's In MAD We Trust |
| <input type="checkbox"/> Greasy MAD Stuff | <input type="checkbox"/> The Pocket MAD | <input type="checkbox"/> DAVE BERG Looks at Living | <input type="checkbox"/> Aragon's MAD as the Devil |
| <input type="checkbox"/> Three Ring MAD | <input type="checkbox"/> The Invisible MAD | <input type="checkbox"/> DAVE BERG Looks Around | <input type="checkbox"/> MAD for Better or Worse |
| <input type="checkbox"/> Self-Made MAD | <input type="checkbox"/> Dr. Jekyll & Mr. MAD | <input type="checkbox"/> The All-New SPY vs. SPY | <input type="checkbox"/> Sing Along With MAD |
| <input type="checkbox"/> The MAD Sampler | <input type="checkbox"/> Steaming MAD | <input type="checkbox"/> SPY vs. SPY Follow Up File | <input type="checkbox"/> MAD About Sports |
| <input type="checkbox"/> World, World, etc. MAD | <input type="checkbox"/> MAD At You | <input type="checkbox"/> 3rd MAD Dossier of SPY vs. SPY | <input type="checkbox"/> MAD's Talking Stamps |
| <input type="checkbox"/> Raving MAD | <input type="checkbox"/> The Vintage MAD | <input type="checkbox"/> 4th MAD Classified SPY vs. SPY | <input type="checkbox"/> MAD Word Power |
| <input type="checkbox"/> Boiling MAD | <input type="checkbox"/> The Cuckoo MAD | <input type="checkbox"/> A MAD Look at Old Movies | <input type="checkbox"/> The MAD Jumble Book |
| <input type="checkbox"/> Questionable MAD | <input type="checkbox"/> Hooked On MAD | <input type="checkbox"/> Return of MAD Old Movies | <input type="checkbox"/> Politically MAD |
| <input type="checkbox"/> Howling MAD | <input type="checkbox"/> DON MARTIN Steps Out | <input type="checkbox"/> MAD-Vertising | <input type="checkbox"/> MAD Cradle to Grave Primer |
| <input type="checkbox"/> The Indigestible MAD | <input type="checkbox"/> DON MARTIN Bounces Back | <input type="checkbox"/> A MAD Look at TV | <input type="checkbox"/> The MAD Book of Revenge |
| <input type="checkbox"/> Burning MAD | <input type="checkbox"/> DON MARTIN Drops 13 Stories | <input type="checkbox"/> A MAD Guide to Leisure Time | <input type="checkbox"/> MAD's Turned-On Zoo |
| <input type="checkbox"/> Good 'n' MAD | <input type="checkbox"/> DON MARTIN's Captain Klutz | | <input type="checkbox"/> Clod's Letters To MAD |

We cannot be responsible for cash lost or stolen in the mails. Check or Money Order preferred!

I ENCLOSE 95c FOR EACH
 (Minimum Order: 4 Books)

On orders outside the U.S.A. be sure to add 10% extra. Allow at least six weeks for delivery.

HERE WE GO WITH MAD'S VERSION OF THE POPULAR TV SHOW THAT OPENS EACH WEEK LIKE THIS:

I must get rid of this terrible habit of saving money by buying "Seconds" . . . especially when it comes to something important . . . like a PARACHUTE! **H-E-L-L-P!**



We built a "Moronic Man"! It's the very same technology to build a "Moronic WOMAN"...!!



Er... well... it's **ALMOST** the same technology to build a "Moronic Woman"!!



the MORON

Jammy, you're free to do whatever you want! Just remember, you cost the Government six million dollars to build, and you owe it nothing in return! So be VERY CAREFUL!

Of foreign SPIES!

No . . . of U.S.
TAXPAYERS!!

That woman
is **extremely**
interesting!
I would like
very much to
make LOVE
to a woman
like that!

Then why not bring her some flowers, and take her out to dinner?

Because she is
ELECTRONIC!!

Then why not
bring her some
transistors,
and take her to
a power plant!

That's why I'm here, General! I can offer you the plans for The Moronic Woman! When it comes to **stealing plans**, you'll never meet anyone **better!**

I certainly
HOPE SO,
Stranger . . .
because when
it comes to
DISGUISES,
I've never met
anyone **WORSE!**



Well, Jammy, it's 400 operations and 2 Band-Aids later! How do you feel? Jammy? Are you alright? Jammy, say something!! Doctor! What's wrong?!? We spent six million dollars on her ... and she can't even talk!!!

Batteries are extra! Don't you read the fine print?! Batteries are always extra!

You've been re-built with an enormous amount of electronic machinery, Jammy! Tell me ... do you feel normal INSIDE?

Yes, and I think I'd like to do some teaching again soon!

You SOUND normal!

On the other hand, I wouldn't mind settling down with a nice, successful master TV antenna!

Hmmm! Maybe we put a little TOO MUCH machinery in her!



TRAN-SISTER DEPT.

NIC WOMAN

I will offer you FIVE MILLION Kubookies for the plans!

In my country, General, we never accept the first offer! Now, we must bargain!

Okay, then ... THREE million Kubookies ... and not ONE Kubookie less!

SOLD!!

You drive a hard bargain, Stranger! You just saved me two million Kubookies!

By the way, General! How much in American money is one of your Kubookies worth ... ?

Nothing! Kubookies are PANCAKES!!

Just one more thing, Stranger! The Moronic Woman must be brought to me HERE ... in my country, dead or alive! I'd prefer ALIVE because I don't have a date Saturday night! But mainly, if I have both the plans AND the Moronic Woman, I'll control the world!

Then it's a deal! Shall we shake hands on it ... ?

Nahh ... that's okay! You have an honest disguise!



ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO

I'm so glad you returned to teaching here at the Air Force Base School, Jammy ... !

Well, this way, I'm close by to give you a hand in case you also need me to type a letter, or run an errand, or pull an enemy bomber out of the sky!

I understand that you were given the worst class in the school ... but now the kids are all well-behaved!

Yes! If anyone misbehaves, I play handball with them!

Playing handball is PUNISHMENT?

With ME it is! There's the last kid I played handball with!!



Here
y're,
Teach!
Five
pounds
of
apples!

Morning,
Miss
Summons!
I brought
you TEN
pounds
of apples!

Gosh, Jammy!
I've heard of
bringing an
apple to the
Teacher, but
never BAGS
of apples!!

They're not exactly for
me, Oscular! The kids
put them on my desk ...
then they get me angry
... and when I slam my
Moronic fist down, they
take home applesauce!!

Jammy, let me tell you why
I'm here! Something terr—

**WATCH OUT, JAMMY!! THAT
HUGE RADAR TOWER IS
FALLING TOWARD YOU!!**

BOOM!



That was
amazing!
Absolutely
amazing!!

No one's thanking
you!! We just spent
a million dollars
on explosives to
get that obsolete
tower to fall over
... and you put it
back up!! Boy, you
are really getting
to be an expense!!

Oh, don't
thank me!
It's all
in a day's
work!

Jammy, I have
terrible news!
All the plans
for how you
were built are
MISSING!!

But—but HOW??

Either someone with a
C-3 Security Clearance
and a pass key to the
Super Top Secret C-3
Vault **STOLE THEM** ...
or I left them in the
Cafeteria! In either
case, they're **GONE!!**

All my
plans—
gone??
Oscular
that's
awful!
What
does
it
mean?

Well, first of all, it's going to be
absolutely impossible to get parts
for you without replacement numbers!
And what's even worse, your **Warrantee
Card** was with the file! If anything
happens to you, and you **don't** have
your **Warrantee Card**, you'll have to
pay for your own **Moronic Serviceman
Call**, which is about **\$80,000.00 an
hour** ... plus parts and labor!!



I've got a **theory** about who stole
the plans, Jammy! It has to be—

**WATCH OUT!! THAT CHURCH
BELL IS FALLING RIGHT ON US!!**



Someone's out to **KILL
YOU!** First, a **Radar
Tower** falls on you ...
and now a **Church Bell!**

You know, Oscular ...
accidents **DO** happen!!

Listen, Jammy ...
the nearest **Church**
is **nine miles** from
here ... and they're
still selling **Home-
made Cookies** to
BUY a new Bell!!



I don't think it's safe for you to return to your own apartment until we find out who's behind this, Jammy! I managed to find you another place to live, but I'm afraid it's in a shambles!

That's okay, Oscular! I can do something to make it just fine!



That was incredible, Jammy! How did you do that?!

I merely switched the numbers on the front door from that ugly old dump to this beautiful new house!



I must get back to OSI, Jammy!

Jammy, you're going to have to learn to control your Moronic strength! You've only been helping us out for a month, and **ALREADY** the Government Motor Pool has seventeen **THREE-DOOR SEDANS!!**

Here; let me open the door for you—**OOPS!**



I have C-3 Security Clearance, and you can trust me, right?

Then—will you please tell me what OSI stands for...?!

Okay! It stands for "Moronic Development and Research Center"!

OSI stands for "Moronic Development and Research Center"?! But, Oscular! Not one initial matches! It's ridiculous!!

We know! But this **WHOLE PROJECT** is ridiculous! So calling it OSI is **PERFECT!!**

And you're telling ME to watch out for U.S. Taxpayers?!

Yes...!!



That Oscular is such an old worrier! Imagine... thinking that someone wants to kill me?!

Good Lord, lady! Didn't you see that runaway truck headed right toward you?! It almost ran you down!!

Oh, well! There are lots of careless truck drivers around!

Yeah?!? In **LAUNDROMATS?!**

DO NOT OVERL

SOAP 25¢



Wow! Did you see how she stopped that runaway truck?!

She's not wearing one of those flimsy new bras, I can tell you **THAT** much!!





Sacre carramba!!
That was the
most fantastic
eight hours of
love-making I
have ever had!!

Especially
when you
consider
it took
only SIX
SECONDS!!



I will recover from this
incident, and then I will
return for more! Guard
... what time is it ... ?

8:00 P.M., Your Highness!

Good! I will be back at
exactly October! That
will give me six months
to recuperate! It may
be pushing it a bit ...
but I'll try to make it!



Stand back,
Oscular!
I'm going
to crash
through the
cell wall!
Ready,
boys ... ?

What do
you mean,
"Ready
boys ... ?"?
I'm the
only one
here!!

I'm talking about the
Music and Sound Effect
boys! I can only do my
"Super Moronic Things"
with a full orchestra
background, and those
great electronic sound
effects! Here goes ...

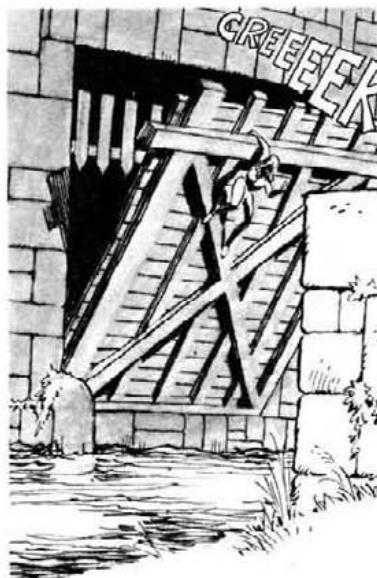
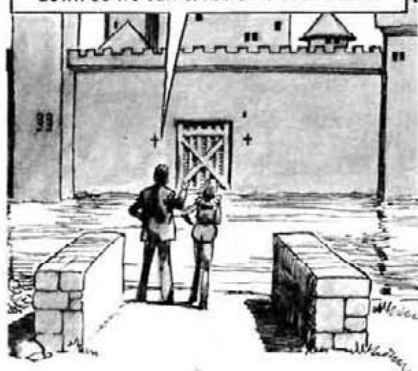


Well ...
I got us
out of
that damp,
musty
cell ... !

Yeah! This damp, musty,
alligator-infested MOAT
is a lot better! Sometimes
I think we gave you too
much Moronic BRAIN and
not enough MORONIC brain!



Jammy, we've got to get back into that
Palace and retrieve those Top Secret
Moronic Woman Plans! But HOW ... I ask
stupidly ... will we get the drawbridge
down so we can cross over the moat!?



Any OTHER
questions,
Oscular?
Oscular??

Oscular,
where
ARE
you!?

Under the
drawbridge,
you electronic
birdbrain!!



Okay! Now that we're inside the Palace, what do we do next, Oscular?

If I had a Guard's uniform to wear, we could get right to the General's chambers without arousing suspicion!

That's no problem! Do you wear a 36 regular??

No...

A 40 long?

No...

A 38 short?

No...

A 49 stout?

No...

A 42 regular?

I'll try it on...

ZONK!



SURPRISE!!

Don't anybody move!! Where's General LaGuirra?

He was just standing right behind the door, so I assume he's now part of the wallpaper!

And look at this! The kidnapper in the disguise is **STEVE AWESOME!** The **SIX MILLION DOLLAR MAN!!**



You mean, "The Six Million Dollar **TRAITOR**"!!

You mean "The Six Million **KUBOOKIE** Traitor"!! That's all he got!!

You mean "The **TWO HUNDRED** Kubookie Traitor"!! That's all I could **EAT!**

Who knew Kubookies were **PANCAKES**!!



Steve... why did you steal the plans for the Moronic Woman and try to have her killed?

How did you think I felt about you making a "Six Million Dollar Woman" who was **STRONGER** than me?!

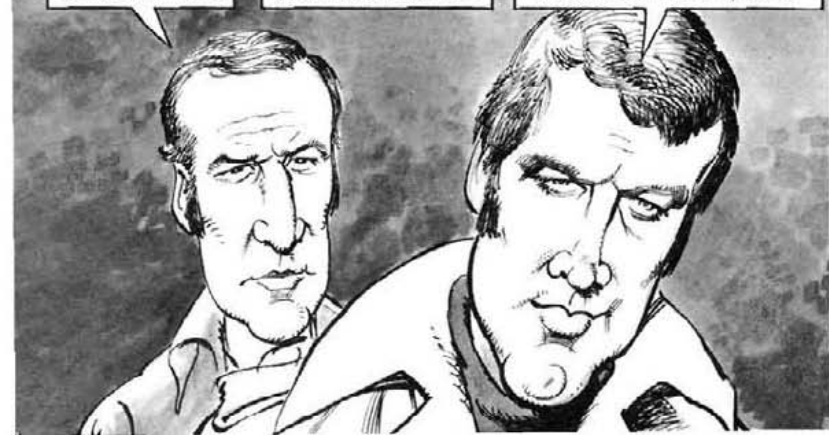
But, Jammy is **NOT** stronger than you, Steve!

In the **RATINGS**, she is! In the **PAYROLL DEPT.**, she is! And in the **PUBLICITY DEPT.**, she is!

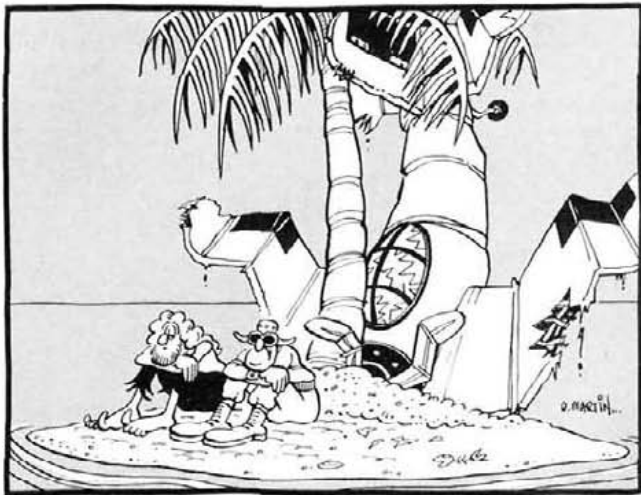
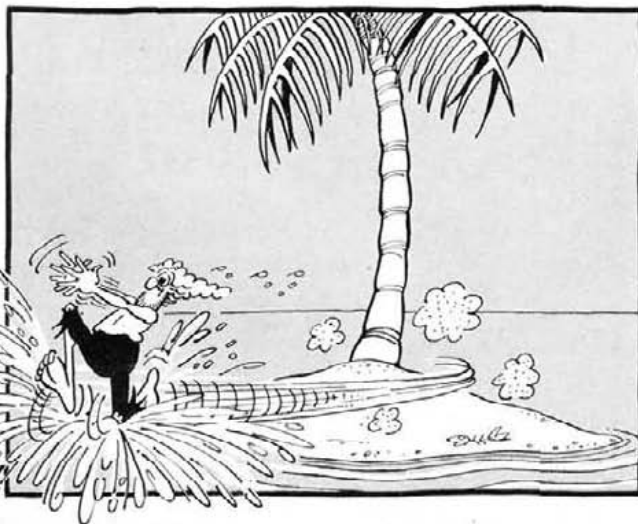
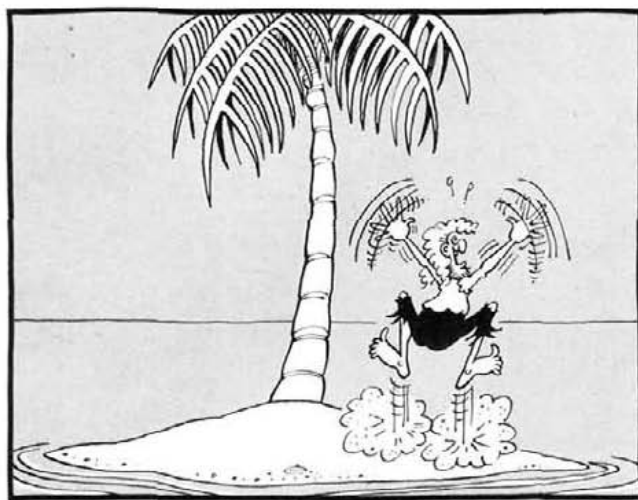
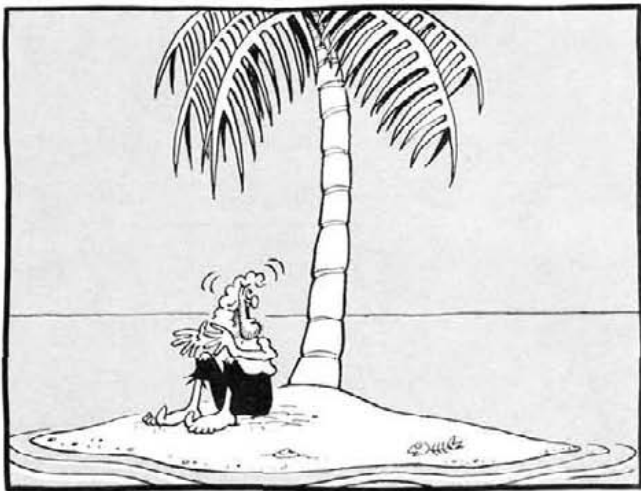
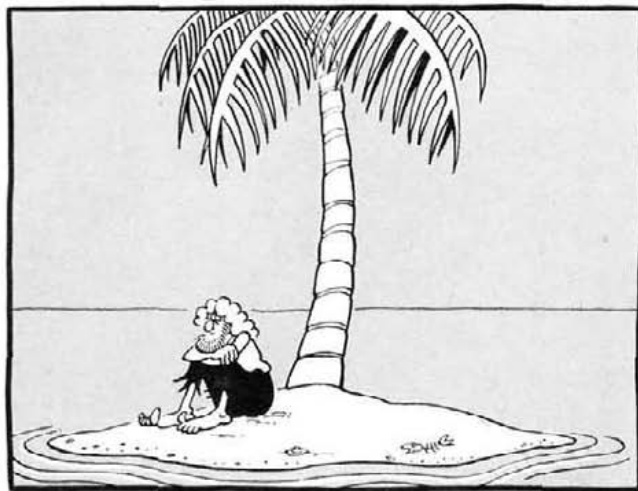
It's too bad, Steve! I had such great plans for us!

WHAT plans?

We could have been the proud parents of our own little Six Million Dollar **SPIN OFF**... "**THE MORONIC BABY**"!



EARLY ONE MORNING ON A DESERT ISLAND



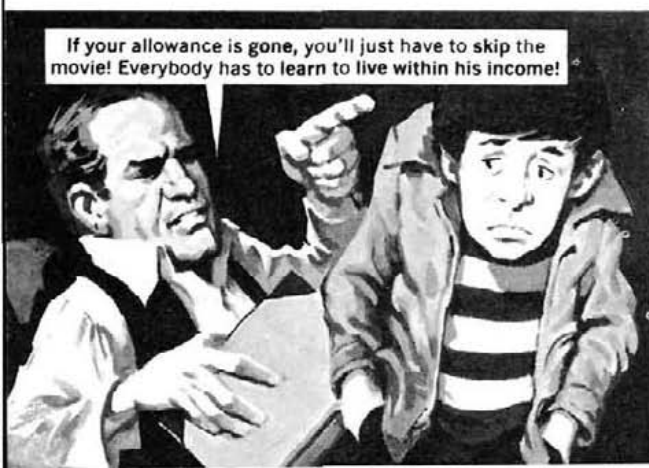


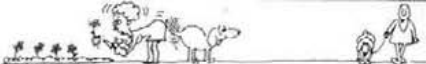
DOUBLE-STANDARD BARBERS DEPT.

WE'RE SURE OUR PARENTS AND TEACHERS MEAN WELL WHEN THEY LECTURE US, BUT AFTER LISTENING

NO WONDER WE'RE

ARTIST: JACK RICKARD

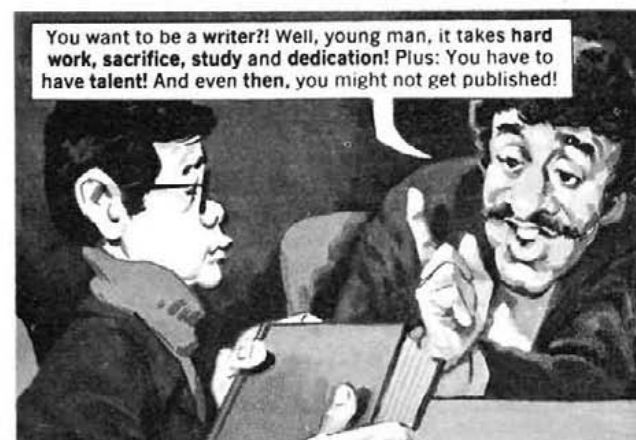




TO THEM AND THEN READING THE WAY IT REALLY IS IN THE NEWSPAPER, ALL WE CAN SAY IS . . .

ALL SCREWED UP!

WRITER: LOU SILVERSTONE IDEA BY: ALIS ELLIS



Sure, I hate to pay taxes! But **that's** what America is all about! Everybody pays his fair share!

New Georgia beths 200-mile passage act. Trevels, I've the have enjoyed a heat swimmer and think of here. Continuing you Barrier Reef. Tuna is

The government's new crowd is between us and the woods. Know of shared en-
in academic V carried on a cr One, diff
and the Ocean mists in a spi and into whos
ploma that We of Our year
—00450, the same into the ter on
—which with same, Yes, in mem
independable geals of the a statu
But an whi —00451, we are
and the —00452, we are
the same thing like
the same thing like
the same thing like

and lovingly nursed
leading them in Hiss
a gentle lead on the
such sightful future
dreadful revelation of
More than three ton
their survival in rare
it's of two very gent
their way to become
watch (ask) trip,

beginning of man as a
thousands of years
been taught—and so
example. Professor
throughout his life.

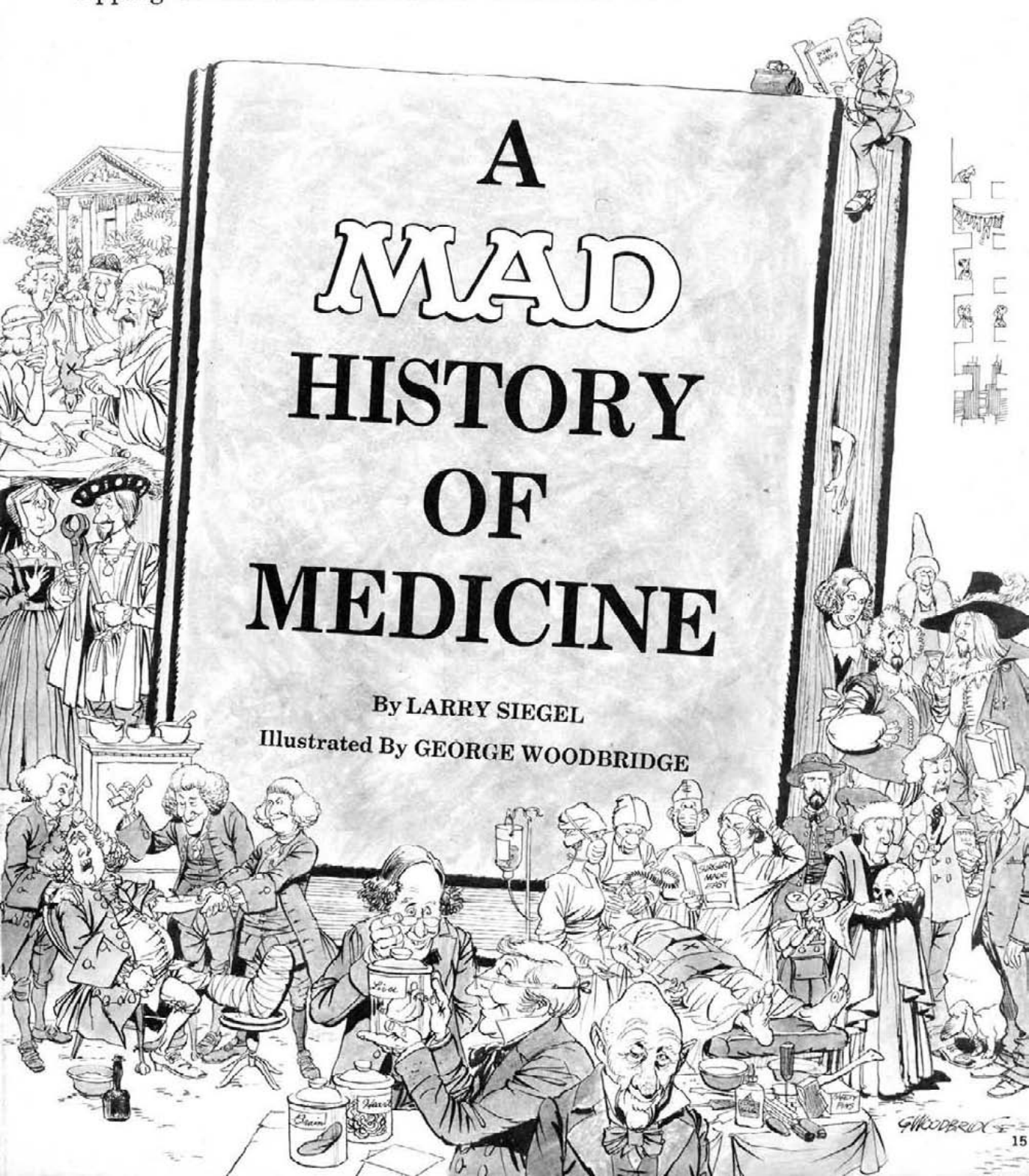
New Budget Cuts Force City To Close Schools

Mayor Announces All Laid-Off Sanitation Men Will Be Re-Hired

☐ ST. LOUIS POST-DISPATCH ☐
PRESIDENT ASKS FOR MILLIONS
IN MILITARY AID TO AFRICAN
NATIONS BESET BY CIVIL WARS

U.S. SELLS WHEAT TO RUSSIANS

As we all know, it's only a matter of time before Hollywood comes up with "The Godfather—Part III". But before they do, we thought we'd beat them to the punch with our own story of a vicious group of men who have been bleeding mankind dry, slaughtering innocent people by the thousands, and ripping off millions and millions of dollars. It's all there—and more—in



A MAD HISTORY OF MEDICINE

By LARRY SIEGEL

Illustrated By GEORGE WOODBRIDGE

CHAPTER 1—How Medicine Began

In prehistoric times, medicine was almost unnecessary. First of all, very few people had childhood diseases. There was a reason for this: very few people had childhoods. The average life expectancy of a caveman was $4\frac{1}{2}$. Still, when you stop to consider what they did all day was grunt, live in dirt, and be chased by saber-toothed tigers, things could have been worse. Their average life expectancy could have been 5.



For another thing, life was so rotten and miserable for those cavemen who lived longer than $4\frac{1}{2}$ years that they welcomed things like illness because it made them feel better. Among the preoccupations they eagerly looked forward to, to take their minds off their problems, were the thrill of an upset stomach, the excitement of bronchitis, and the joy of psoriasis.

One night, at a wild party in a neighborhood cave, as everybody was vomiting and coughing and scratching and having a whale of a time, a caveman named Xlbits suddenly stood up and shocked everyone by saying, "Hey gang, you know something? This is no fun!" For a moment there was stunned silence. Then the cave leader, Shmuttz, said, "There's gotta be a dry blanket in every crowd!" And he proceeded to punch Xlbits in the mouth for six hours, which almost made him miss vomiting and coughing and scratching for a while.

On the following day the still unhappy Xlbits went to see the wisest caveman in the village, the ancient and venerable Ooock (who was almost 14), and said to him, "Oh wise and ancient one, I have an upset stomach, bronchitis, and psoriasis, and I am not happy with them! What shall I do?"

The venerable sage pontificated for a while, rubbing his ancient acned chin and stroking the aging baby fat around his neck. Then he finally spoke his now immortal words, "Take two lizards and call me in the morning!"

And so on that historic day the medical profession was born. And on the following day its first patient died. A combination, as we are about to see, which will go hand in hand through the centuries that follow.



A typical courtship scene in prehistoric times. This practice led to two common medical problems of cave people: sprained wrists and premature baldness (among women).

CHAPTER 2—Early Advances of Medicine

After the caveman days, medical science progressed slowly through the centuries until three dramatic discoveries took place in ancient Macedonia, which were to change the face of mankind.



In 341 B.C. a physician named Schnorr was experimenting with revolutionary new ingredients, and while massaging one of his patients, came up with an important discovery: the healing potentialities of herbs and plants. A short while later, his patient came up with another important discovery: neck-to-crotch poison ivy.



In 180 B.C. a doctor named Glockk, deeply moved by the heartbreaking cries of his mortally ill patient, made a desperate decision to save his life, and gave the patient a potent concoction of bitters to drink. And dramatically, in one fell swoop, Glockk created the world's first medicine . . . and also the world's first drunk. Unfortunately the patient died a few hours later. But now he couldn't care less.



Finally in 73 B.C., a physician named Sifg made a momentous scientific breakthrough when he found that, by placing leeches on the infected area of a patient, they would suck out the bad properties of the blood. (Note: for further information on blood-sucking leeches, see Chapter 27 . . . PREPARING THE 20TH CENTURY MEDICAL BILL.)

CHAPTER 3—The Medicine Man

Not too many years later in early Africa, a new kind of physician came into his own. He was called a Medicine Man. The Medicine Man was a dedicated surgeon, a great healer, and a dancing fool.

We will now study some of the fascinating surgical techniques of the early Medicine Man:

THE BRAIN TUMOR SHUFFLE



Patient was placed in a supine position on the operating grass. The surgeon made four deft incisions in the grass with his toes, and then danced around the patient's head.

THE APPENDICITIS SHIMMY



Again, patient was placed on his back, and this time the surgeon danced around on his right side. In the event of sudden complications like a ruptured appendix, surgeon would usually call in three extra dancers.

THE HEMORRHOID HUSTLE



The patient was placed in a prostrate position on the operating grass, and the surgeon performed a complicated dance on the afflicted area. While this was often a very painful operation, it could be worse. (See "The Emergency Double-Hernia Stomp").

THE MAKE-OUT MAMBO



Note: This is not an operation. Dammit, even doctors have to have fun some time!

CHAPTER 4—Medicine In The Middle Ages

By the time the Middle Ages had arrived, medicine and particularly surgery—had made enormous strides. While the Medicine Man still practiced his art, more sophisticated and effective methods of surgery were developed. Namely, surgical instruments. Oddly enough, however, in the 15th and 16th centuries, surgery was usually performed by Barbers.



Having Barbers perform surgery led to some confusing results at times. For example, in this instance, it was hard to tell whether the Barber was performing the world's first successful head transplant . . . or had just given the world's shortest haircut.

In 1540 King Henry VIII of Great Britain indirectly became the Father of Modern Surgery when he issued a decree that henceforth all Barbers would stick exclusively to cutting hair. And so surgery was taken out of the hands of the Barber and given to the man who still performs it to this very day—the Butcher.

CHAPTER 5—Medicine In The 19th Century

Medicine continued to progress through the years. But in many cases, doctors were scarce and hard to reach, particularly among 19th century American pioneers. They were often forced to treat their own illnesses. This gave rise to some ingenious home remedies.

For example, to cure earaches among children, the pioneers would squeeze out the juice of tobacco leaves and pour it into the affected areas. This usually eased up the ailment, but unfortunately a side effect often developed—namely, early nicotine addiction. And it wasn't unusual for pioneer parents to catch six-year-old children behind the woodsheds with cigarettes in their ears.

Other quaint household remedies used by pioneers included goose grease, mustard plaster, oil of cloves, powdered cinnamon, turpentine, and driving a wooden stake through the patient's heart. (Note: The last remedy seldom cured diseases; on the bright side, however, pioneer families were seldom bothered by vampires).



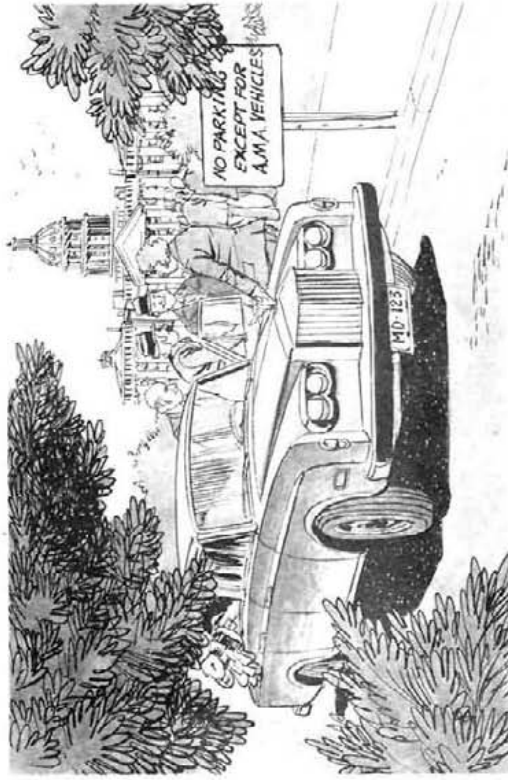
Here we see a typical pioneer woman, with her entire body covered with a repulsive mixture of mashed onions and hog's lard, a string of garlic buds around her neck, and a dirty sock tied around each wrist. Note: This woman wasn't actually sick. She just couldn't stand her husband. (See Chapter 31—Other Unusual Birth Control Devices.)

CHAPTER 6—Modern Medicine

In this century alone tremendous changes have taken place in the medical profession. The following illustrations indicate only one of many examples:



Here we see a typical Doctor of the early 1900's making a house call.



Here we see some typical doctors of today making a House call. After this they will make a Senate call. As usual, the A.M.A. will get what they want, even if it kills us!

But all in all, modern medicine has really come into its own as a great, life-saving science in the 20th century.

For instance, the refinement and perfection of the X-ray has enabled physicians to practically wipe out tuberculosis and other dreaded diseases. Even more exciting things are promised for the future, as soon as medical men can find a cure for the many additional cases of cancer that occur as a result of the excessive use of X-rays to wipe out tuberculosis and other dreaded diseases.

But that's not all. The miracle drug penicillin has succeeded in saving almost as many lives as those lost by people who are violently allergic to such miracle drugs as penicillin.

And still we move triumphantly ahead with our cures. There is open heart surgery and pacemaker implants . . . not to mention the countless diseased hearts that have been replaced by healthy ones. The fantastic results of heart transplantation are widely acclaimed. And they would be trumpeted even louder if the recipients of new hearts were alive today to talk about it.

Finally, and perhaps as important as anything else, has been the great new trust and interest people now have in medical science. For instance more people than ever before are reading about the Surgeon General's edict that cigarette smoking is hazardous to our health. How do we know this to be true? Because never before in our history have more cigarette packs with this message been sold.



In the 5th century before Christ, the Hippocratic Oath was established as a model for the behavior of the medical profession. In closing out our book, it might be interesting to look at the original Hippocratic Oath and marvel at

Now being admitted to the profession of medicine, I solemnly pledge to consecrate my life to the service of humanity.¹

I will give respect and gratitude to my deserving teachers.² I will practice medicine with conscience and dignity.³

The health and life of my patient will be my first consideration.⁴ I will hold in confidence all that my patient confides in me.⁵

I will maintain the honor and noble traditions of the medical profession.⁶ My col-

1. while making tons of money and beating off pushy, marriageable broads with my stethoscope.

2. and carry on the fine tradition of keeping minority groups out of our medical schools.

3. and go on strike only when malpractice rates rise due to the rank incompetence of 75% of the members of my profession.

4. providing he can get to my office with 106 degrees temperature on a day when I'm not playing golf.

5. unless if, in a lawsuit, the other side is willing to shell out more money.

6. never padding a Medicare bill by more than \$100, except for patients over 62 years of age.

the fact that except for a few minor additions in recent years (as indicated in the numbered footnotes below) physicians of today are still adhering to a noble medical code almost twenty five centuries old:

leagues will be as my brothers.⁷

I will not permit considerations of race, religion, nationality, party politics, or social standing to intervene between my duty and my patient.⁸

I will maintain the utmost respect for human life from the time of its conception.⁹

Even under threat I will not use my knowledge contrary to the laws of humanity.¹⁰

These promises I make freely and upon my honor.¹¹

7. and if I'm ever needed to give emergency life or death advice, my answering service will always be available to them.

8. see Footnote #2.

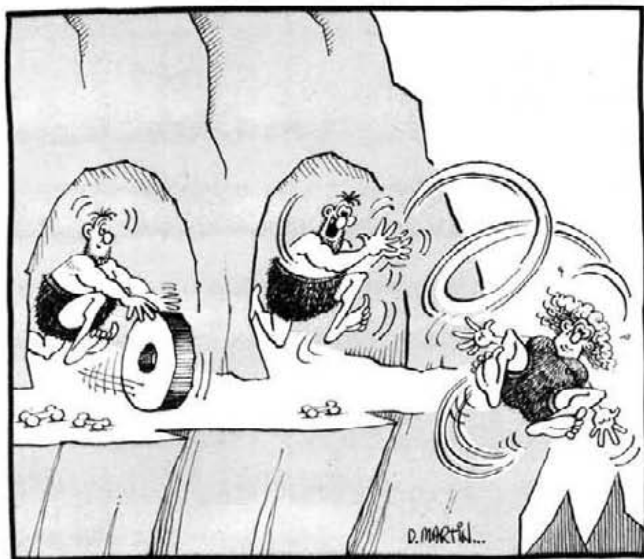
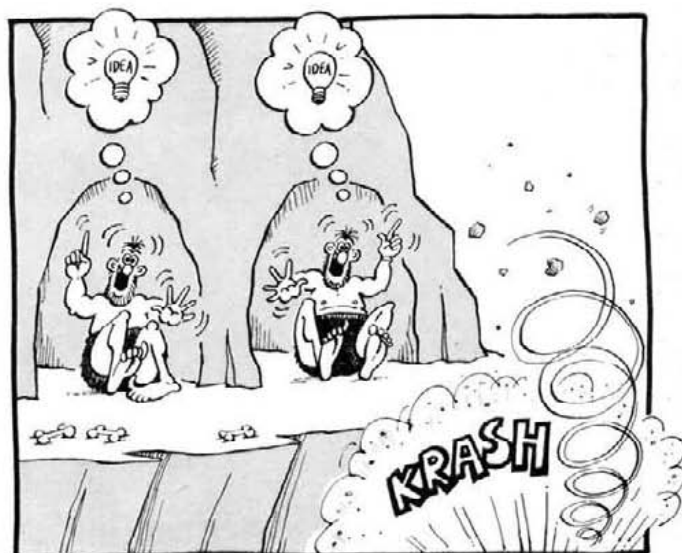
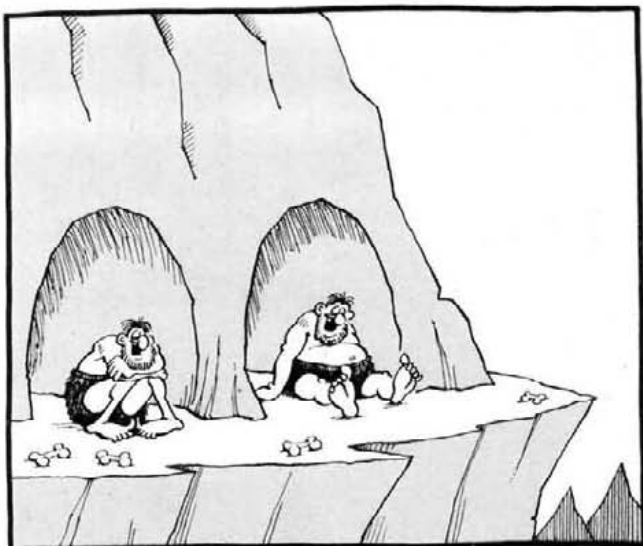
9. and only perform neat, clean abortions.

10. realizing full well that doctoring X-ray plates for phony accident victims is very much a part of today's humanity.

11. and in closing I would like to say that as a physician I will never take myself too seriously or over-emphasize my humble position in this world—so help me, Me!

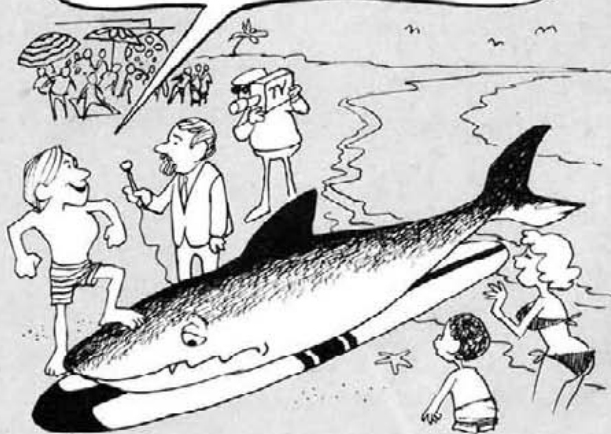
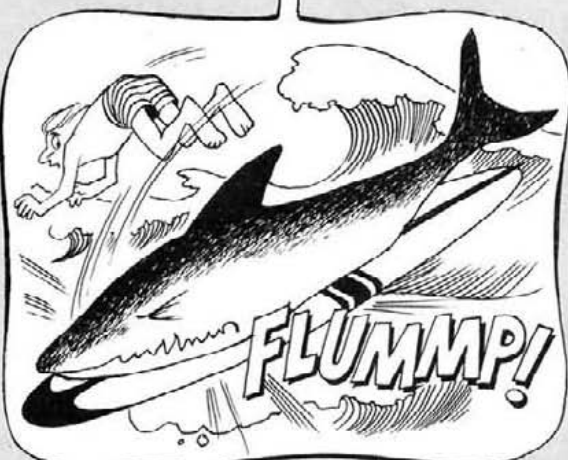
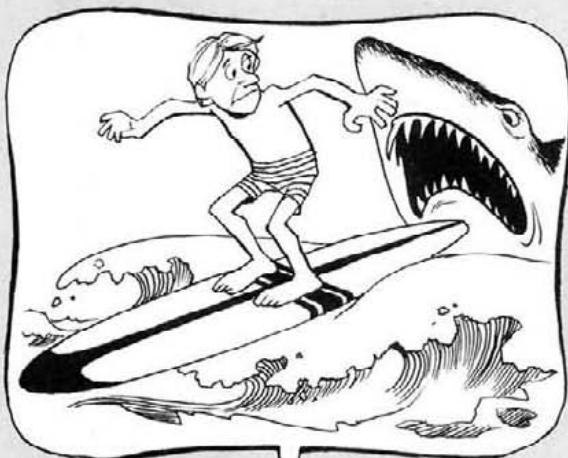
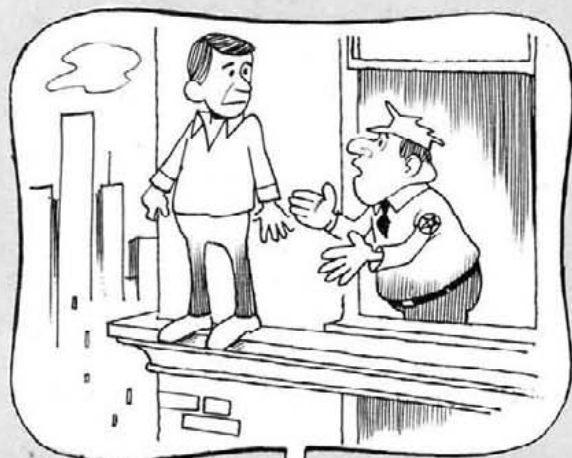
DON MARTIN DEPT. PART I

ONE DAY FIVE THOUSAND YEARS AGO



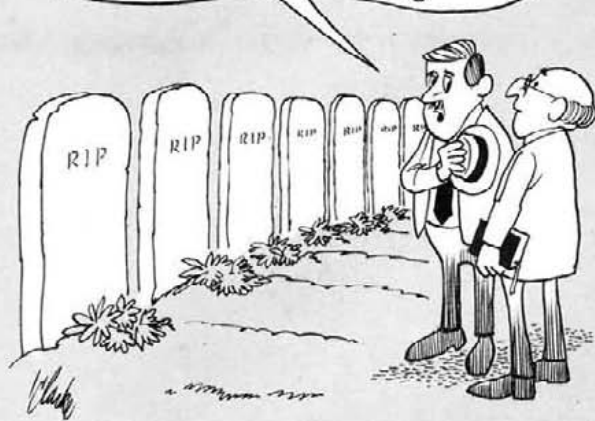
WHAT'S TH

ARTIST: BOB CLARKE



THE STORY...?

WRITER: DON EDWING





BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

CONS



Admit it! Don't I look gorgeous for my date with Lester tonight!?!?

You look **EXPENSIVE**, anyway! How much did that dress cost me?!?

Only \$79.95!

ONLY?!?!? It's bad enough you're going out with a bum that I can't stand..

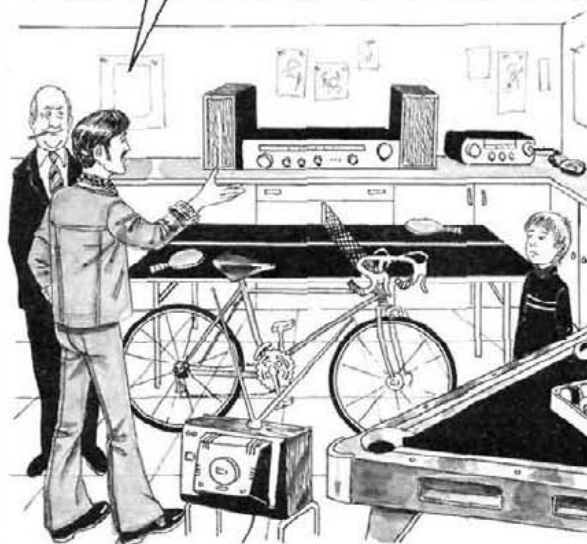
... but do you have to be **GIFT-WRAPPED?!?!?**



UMERS

WRITER & ARTIST:
DAVID BERG

Good God! Look at all the things this kid of mine has! A ten-speed bike, a pool table, a ping pong table, a stereo set, a citizen's band radio, a color TV... and this is only the playroom! You ought to see what's in his bedroom!



When I was your age, my father was barely making a living! I didn't have **HALF** the things that you have!



What do you want from me?!?

Is it **MY** fault that **MY** father is smarter than **YOUR** father?!?



I get the feeling that I'm being watched!

You ARE!! There are closed circuit TV cameras all over the store ... spying on us!

There are dozens of uniformed guards walking sentry! And that woman trying on the coat isn't a customer, she's a security person keeping an eye on us to see if we're shoplifters!

And that reflection you're looking at is really a two-way mirror with more security personnel watching us!

My goodness! If you know all this, why do you keep coming to this store?

Where ELSE would so many people pay so much attention to a NOBODY like ME?!!



Here you are ... out of a job, living on Unemployment Insurance, and what do you do with the little money we have?? You indulge yourself in your various expensive hobbies! You gotta be nuts!!

Not so nuts!! Statistics show that people who are involved in hobbies tend not to go crazy!!

Yes ... but they sure drive everybody ELSE in the family crazy!!



I went shopping today, and I absolutely lost my head! I did something really stupid!

I bought a pocket calculator, a pocket recorder, a pocket camera and a pocket knife ...

And now, I suppose, you're going to tell me that it was really stupid because, as a result, your pockets haven't got any money left in them?!

No ... WORSE ... !!

It was really stupid because I haven't got any POCKETS!!





If you think printed Christmas Cards are bad, there's something even worse: A machine-made, mass produced digest of all the thrilling events that took place in the family over the year. And we mean ALL...sparing nothing! In case you are one of the fortunate few who has never received one, here's an example of

A TYPICAL YEAR-END FAMILY GREETING LETTER

WRITER: LARRY SIEGEL

THE CULPEPPER 1976 FAMILY LOG

Hi there, friends and relatives out there in America-land. Time once again to fill you in on all the exciting things that have happened to the Culpepper Clan here in good old Pumpalump, Idaho, in Bicentennial '76.

In January all of us Culpeppers were pleased as punch and proud as all git-out when Spangler was made third assistant sales manager of Klunk's Storm Door Company. Beaming wife Hattie attended the awesome promotion ceremony on the parking lot in back of Fliegel's Hardware Store. And if she must say so herself, she was the talk of the town in her scrumptious muumuu and her rhinestone curlers. It was the winter social event of Pumpalump.

My, how time flies. Remember little Rifke? You'd never recognize her now. She got her face caught in the garbage disposal on New Year's Eve. But it's healing nicely. As for the irrepressible twins, Beowulf and Grendel, they're just full of the old get up and go. Which is probably why they got up and went. But they came back in June.

In February it was just one fantastic thing after another. But the high point of the month, which people are still talking about, was when we changed supermarkets. Switching from the A&P on Lummox Street to the Safeway on Pivnick Drive. We want to thank all our friends for your many letters of encouragement on our big move. The Spring as usual was travel time for ye olde Culpeppers and this year we went on just about the most fantastic trip of our lives. Words can't describe the breath-taking scenery, the eye-popping sights, and the incredible picture-postcard-beauty of a fabled vacationer's paradise. We only wish everybody could visit downtown Boise some time in their lives (particularly in the moonlight, when the streets are being washed). The next time you pass through Pumpalump, you must drop in and see our 9,000 slides of Boise (the one with the sun setting over Throckmottle's Fish Market is worth the stop alone).

The Summer was rather a mixed bag for us. The bad news first. In July Spangler's Mom, Dad, sister, brother, and their families were wiped out in a fire at the bowling alley. On the good side, however, in August our Plymouth Duster hit the 50,000 mile mark on the odometer. It was the biggest and most thrilling event of the year in Pumpalump. We threw a party in honor of the occasion, and everyone came dressed as their favorite mechanic. You must drop in and see our 8,000 slides of the party.

The high spot of the Fall was Spangler's hemorrhoidectomy in November. Thank you for all your nice cards, flowers, and best wishes. The next time you're in Pumpalump, you must drop in and see the 7,500 slides of the operation (Golly, taking slides is like eating peanuts. Once you start...ha ha ha).

All the best to you and yours for 1977.

Spangler, Hattie, Rifke, Beowulf, and Grendel

Which brings us to the premise of this article: How come, for the most part, only typical Middle-American families

YEAR-END FAMILY GREE

From A Mafiosa Family:



THE 1976 CALAVERRI FAMILY MOUTHPIECE

Greetings from Our Thing to Your Thing. It's been a fantastic year for Capo Don Calaverri and his soldiers. The Family diaper and juke box businesses are booming, our hookers are doing better than ever (Tessie VaBoom gave us quite a scare for a while when she got the flu in February; but thank God she recovered and is off her feet and on her back again); and in April the Don bought eight record companies, 19 poppy fields in Istanbul, and the Secretary of the Treasury.

There wasn't a dry eye in the house last May when Angie "The Father" Casanova celebrated his 25th anniversary as Family spiritual leader and hit man, and in honor of the occasion the Don stole him a gold watch.

Everybody is still talking about the great Family Reunion we had with Don Scungilli and his soldiers in Bayonne last July. First we watched home movies—"The Godfather" Parts I and II (for us that's home movies). It was a very hot afternoon, so we air-conditioned the apartment. Later in the evening we air-conditioned Don Scungilli. (Will the fun and good times never stop?)

September was vacation time again for the lovable, nutty Calaverri Clan, and eight of us piled into the car and took a trip to the lake. We had a fabulous time, and then seven of us piled into the car for the trip back. You should have seen Skoonj "The Stoolie" Abbadondo trying to travel on cement water skis. It was so funny that

From A Harlem Family:

THE 1976 JACKSON FAMILY JOURNAL

Say what, brothers and sisters? Time for some more year-end jive from the laugh a-minute Jackson gang here in quaint, picturesque Harlem. Oh Lordy (as us "colored folk" used to say) did we ever have ourselves a year. Little Ruby gave us quite a scare in January when she fell out of a sixth story window. Luckily the garbage outside is piled five stories high, so she only got a flesh wound. Our impish teenager Carmichael has become quite an animal lover, and you should see the tricks he's taught his pet rat, Bucky. Bucky is just now learning how to be sociable. He was nearly frightened to death not too long ago when his old apartment was overrun by Puerto Ricans.

In March William and Malvina celebrated their 15th wedding anniversary the same way they celebrated the other 14, by dining romantically under the stars (they still haven't repaired the hole in the roof over our living room).

April was travel month for the happy-go-lucky Jacksons. This year we decided to go to Miami Beach, a place that used to be restricted, and where they wouldn't let us black people into the hotels. This time we were free to mingle with the shrieking guests who sat around the pool with reflectors, dripping sun tan lotion. We sure miss the old days when Miami was restricted and they wouldn't let us black people into the hotels.

In May Carmichael panicked everyone by giving our landlord, Mr. Forbush, a bouquet of flowers for Mother's Day. "You may not be a woman," Carmichael said to him, "but you're some mother." That Mr. Forbush has a great sense of humor. He must have laughed at least an hour and a half before he finally caught his breath and raised our rent \$575 a month with a 40% in-

send out these letters? Why don't other kinds of people and families send them too? F'rinstance, here are some

TING LETTERS WE'D LIKE TO SEE

From A Beverly Hills Show Business Family:

THE 1976 MENCKE FAMILY NEWS

Greetings once again from Rick and Rosalynne Mencke and the five kids...and Rick's four kids from his second wife, Bernyce...and Rosalynne's six kids from her first husband, Otto...and Rick's three kids from Rusty, the cashier at the Brown derby, or was it Mitzi, the meter maid from Pocomo? (Having kids is liking eating peanuts. Once you start...ha ha ha).

All in all it's been a fabulous year. In a way Rick was glad his TV series was cancelled in January before the first commercial. It gave him more time to devote to what he seriously enjoys doing most of all—punching his agent, Bernie, in the mouth.

Spring was party time as usual in Beverly Hills and we went to one super bash after another with showbiz greats Steve and Eydie, Barbra and Jon, Cher and Greg, Arnie and Sue, and Donny and Marie (and their dentist). We were all shocked to learn of the death of beloved actor Sam Bimhoe in July. We went to the very tasteful funeral, along with Steve and Eydie, Barbra and Jon, Cher and Greg, Arnie and Sue, and Donny and Marie (and their dentist). We played six very tasteful games of charades at the grave and left.

If we do say so ourselves, the Bar Mitzvah of our son Josh was the social event of the Fall. We rented the Grand Canyon for the occasion, decorating it in tasteful pastel crepe paper and had all the guests come tastefully dressed as c.u. gold prospectors wearing tasteful ten gallon yarmulkas. A fervent, religious cheer went up in the canyon when the rabbi tastefully entered from a rope ladder extending from the Goodyear blimp. We and our Bar Mitzvah boy Josh couldn't have enjoyed it more, even if we were Jewish. In October we went to a fabulous party at

From A Career Army Officer's Family:

THE 1976 FRISBE FAMILY BUGLE

At ease out there, you %\$#*& civilians! You're going to accept warm, heartfelt year-end holiday greetings from Maj. George Frisbe and his family even if we have to ram them down your %\$#*& throats!

Let's face it, 1976 was a %\$#*& rotten year! Remember how at the end of '75 when everyone was talking about peace on earth and good will towards men. Well Goddam it, that's what we had in this %\$#*& country: %\$#*& peace! All %\$#*& year! It's enough to make you sick!

The Spring was vacation time for the Frisbes, and to help the Major get over his depression brought on by unrestricted peace, Frieda and the kids took him to the Far East. We visited Shinto temples in Japan, walked the colorful streets of Hong Kong, and dropped a few bombs on Cambodia (but somehow it just wasn't the same).

In June George and Frieda shocked their friends by getting a divorce. Although Frieda wanted the marriage to continue, George pointed out to the judge that things between them had reached the impossible stage. Not once in 20 years of marriage had Frieda taken a drop of booze. Who ever heard of a sober army wife? She had made George the laughing stock of the armed forces. The shocked judge told Frieda she didn't have a leg to stand on. Then showing his sense of humor, the judge told George, who had quite a few drinks before coming to court, that he wasn't standing too well himself.

In July George announced plans to remarry in 1977, unless World War III starts--God willing. In August George

Mad's Christmas

We Three Clods From Omaha Are

(Sung to the tune of
"We Three Kings From Orient Are")



We three clods from Omaha are,
Spending Christ-mas Eve in a car;
Driving, drinking,
Glasses clinking—
Who needs a lousy bar?

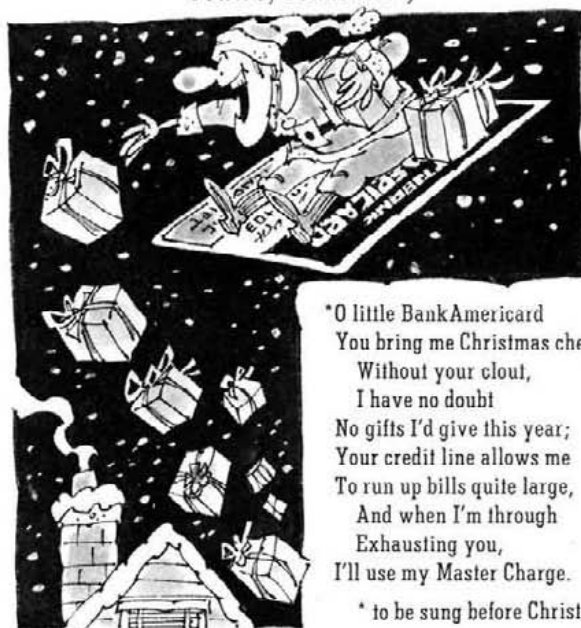
Oh-h-h-h—
Drink to Charlie, Drink to Paul,
Drink to friends we can't recall;
Swerving, speeding,
Signs unheeding—
Drink to anything at all.

We three clods are feeling no pain,
Drunk as skunks with booze on the brain;
Senses losing,
Till we're cruising
Into a wrong way lane.

Oh-h-h-h—
Drink to Melvin, drink to Fred,
Drink to those two trucks ahead;
Headlights flashing,
Screeching, crashing—
Drink till they pronounce us dead.

O Little BankAmericard

(Sung to the tune of "O Little
Town of Bethlehem")



*O little BankAmericard
You bring me Christmas cheer;
Without your clout,
I have no doubt
No gifts I'd give this year;
Your credit line allows me
To run up bills quite large,
And when I'm through
Exhausting you,
I'll use my Master Charge.

* to be sung before Christmas



*O little BankAmericard
You bring me discontent;
I calculate
Your int'rest rate
Is over 12 per cent;
Each month your cry for pay-ment
My letter-box bombards;
I'm one more sap
Caught in your trap—
Next year I'll just send cards.

* to be sung after Christmas

s Carols

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS

Wrap Your Gift

(Sung to the tune of "Deck The Halls")



Wrap your gift with fingers agile—
Fa la la la, la la la la!
Seal it up and mark it "Fragile"—
Fa la la la, la la la la!
There's no reason to feel nervous—
Fa la la, la la la, la la la!
You can trust the Postal Service—
Fa la la la, la la la la!

Hear the postal worker singing—
Fa la la la, la la la la!
As your parcel he is flinging—
Fa la la la, la la la la!
See it crumpled in the bin there—
Fa la la, la la la, la la la!
Aren't you sor-ry you walked in there?
Fa la la la, la la la la!

See your parcel speed to Philly—
Fa la la la la, la la la la!
Through the air to Cousin Billy—
Fa la la la la, la la la la!
It will wind up in Savannah—
Fa la la, la la la, la la la!
Vi-a Nome and Butte, Montana—
Fa la la la la, la la la la!



FOR THE 1976 HOLIDAY SEASON

Sam and Roz Are Coming To Town

(Sung to the tune of
"Santa Claus is Coming To Town")

You better give up
On Christmas this year—
You haven't a chance
With relatives here—
Sam and Roz are coming to town.
They're bringing their kids
To add to your fun—
They're staying ten days;
You thought it was one—
Sam and Roz are coming to town.



They'll monopolize your bathroom;
They'll destroy your sol-i-tude;
They will eat you out of house and home,
Then complain a-bout the food.



There's only one way
To save your No-el—
You give 'em your house;
You take a hotel—

Sam and Roz are coming to town.

God Rest Ye Poor Small Businessmen

(Sung to the tune of
"God Rest Ye Merry Gentlemen")



God rest ye poor small businessmen
Who've managed to survive;
Be glad in this e-con-o-my
* That you are still alive;
Give shouts of praise at Christmas time
When folks who buy appear;
There's a chance... you'll break even for the year—
For the whole year—
There's a chance that you'll break even for the year.

The chain-stores and con-glom-er-ates
Have brought you to your knees;
High taxes, rent and labor costs
Have caught you in a squeeze;
The cost of goods keeps going up—
Inflation's running on—
So give thanks... you can buy cheap from Taiwan—
Good old Taiwan—
So give thanks that you can buy cheap from Taiwan.

It Hangs Down From Our Chandelier

(Sung to the tune of
"It Came Upon a Midnight Clear")

It hangs down from our chandelier—
We have no idea what it does;
Its shape is weird and it drips with goo
And lets off a high-sounding buzz;
It grows a couple of feet each day
And wiggles with kind of a twitch;
We keep it 'cause it's a present from
A visiting uncle who's rich.



Out There On The Sidewalk

(Sung to the tune of
"Away In A Manger")



Out there on the sidewalk a Santa Claus stands
Beside a fake chimney, a bell in his hands;
A second one's smoking a smelly cigar;
A third one is picking his teeth in a bar;



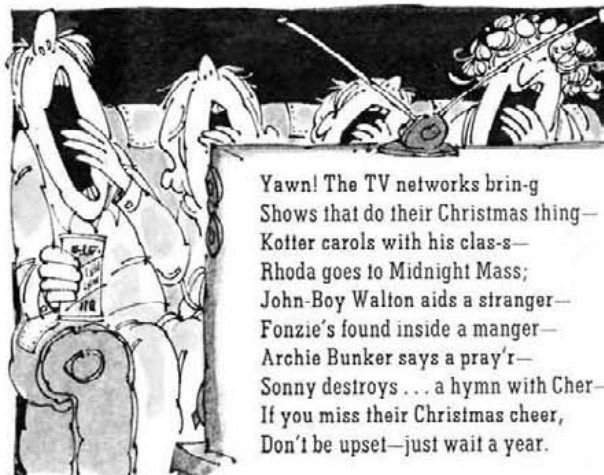
A fourth Santa's trying to pick up a blonde;
A fifth one is drunk in the gutter beyond;
A sixth one is part of a window display;
The seventh and eighth ones appear to be gay

They're fat and they're skinny; they're short and they're tall;
And none looks a bit like the real one at all;
With so many Santas, it's tough to keep score—
Small wonder that kids don't believe any-more.



Yawn! The TV Networks Bring

(Sung to the tune of
"Hark! The Herald Angels Sing")



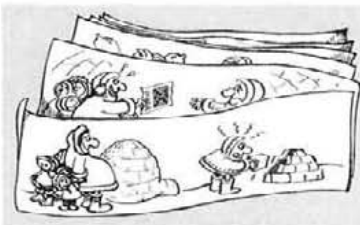
Yawn! The TV networks bring
Shows that do their Christmas thing—
Kotter carols with his clas-s—
Rhoda goes to Midnight Mass;
John-Boy Walton aids a stranger—
Fonzie's found inside a manger—
Archie Bunker says a pray'r—
Sonny destroys... a hymn with Cher—
If you miss their Christmas cheer,
Don't be upset—just wait a year.

Whenever a department store has a lot of unwanted merchandise cluttering up the place, it holds a clearance sale. Well, we here at MAD have the same problem. During our more than twenty years of publication, we've accumulated a mess of artwork, scripts, old type, premises, etc., that we've got no use for. If we had any smarts at all, we'd offer them to the public as bargains. In other words, we'd throw them all together in

**THE
MAD
CLEARANCE
CATALOGUE
OF
UNWANTED
ARTICLES,
FEATURES,
GIMMICKS,
AND
PREMISES**

WRITER: FRANK JACOBS

MOVIE & TV TAKE-OFFS. We pride ourselves on satirizing the "big" shows, but we must have been delirious to order movie take-offs of bombs like "Gable and Lombard" ("Garble and Dumbard") and "Katakatoa, East of Java" ("Tapioca, Ecch with Lava") and TV spoofs of "The Dumplings" (The Dumdums), "Barefoot in the Park" ("Barefoot in the Yecch") and "Invisible Man" ("Divisible Ham"). Each \$9.95. Take them all—please!



MARGINALS. MAD's illustrator of this running feature, Sergio Aragones, rarely misses, but in 1968 he mailed in a batch of 39 "Marginals," all dealing with Eskimo family planning. We still don't know his reason, but after eight years of trying to find an excuse for running them, we've given up and now offer them at \$4.50 per gag, 3 for \$11.75, 10 for \$27.50, the entire lot for \$67.95.

It is now my unpleasant duty to report the latest example of corruption in our nation's atmosphere!

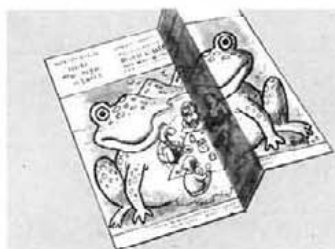


NEAR MISSES. We at MAD are proud of our sense of timing, our keeping on top of the news, our uncanny shrewdness at anticipating future events. Yessir, we're infallible, except when we blow it by ordering articles that become unrunnable right after we order them. Among them: "When NBC Makes Full Use of Barbara Walters," "A MAD Interview With Howard Hughes," "A Look at President Udall's Wallet." Others, just as ill-timed. Each—for only \$10.95.



PRIMERS. See this blurb. See us trying to unload 17 MAD primers that didn't make it. See yourself sending us \$7.95 for "The MAD Crop Rotation Primer" or "The MAD Primer on Diabetes and Other Diseases of the Digestive System" or "The MAD Frisbee Primer." See us banking the money fast before you discover what you got, retch, and demand your payment back.

COMIC STRIP SATIRES. They seemed like good ideas at the time, but now...? Among the many in our "Can't Use" file are "If Comic Strip Characters Were On Death Row," "When The Gay Liberation Movement Spreads To The Comics" and something we've held for 12 years involving Mary Worth and strip-mining. Best offer takes. Minimum bid \$4.50 per article. Sorry, no phone orders.



FOLD-INS. Even Al Jaffee goofs as evidenced by these Fold-Ins that didn't make it. We've 26 gathering dust, one of which depicts a picnic scene which unaccountably folds into a frog, another of an air view of Nutley, New Jersey, which unexplainably folds into a profile of Jaffee's brother, and others—just as mind-boggling. \$6.95 each 3 for \$15.

CREEP AGE

THE MAGAZINE FOR DEGENERATES



MAGAZINES. MAD loves to create magazines that are funny, satirical and entertaining. Here are some that weren't. Among them: "BURP—The Magazine for Gluttons"; "OAF MONTHLY—The Magazine for the Clumsy"; "LITTLE PEOPLE—The Magazine for Grown-Ups Under Five Feet"; "CREEP AGE—The Magazine for Degenerates." Includes layouts, art, type. Just \$16.50 each. Cash only, please.

BEHIND THE SCENES AT . . . you name it, we've tried it—and muffed it. We don't know **WHY** we commissioned "Behind the Scenes at an ICBM Launch Site," or "Behind the Scenes at a Trailer Court in Ogden, Utah," or "Behind the Scenes at the National Plowing Contest," but our stupidity is your opportunity. These and dozens more only **\$3.95** each. Take 'em all (34) for **\$99.50**.



☆#!★@6

CURSE WORDS. Now you can own a X!#\$%&#! of your very own—just like the ones you see in MAD. Guaranteed authentic, most of them were left over from type we had set for our satires of "Patton," "The Godfather" and "Dog Day Afternoon." Only **\$5.95** will bring you a X!#\$%&#! and a \$X-@&!! Special Budget Offer: **\$2.95** for a X!&#!



BICENTENNIAL IDEAS. During the past 18 months or so, our writers submitted 53 unsalvageable scripts for Bicentennial satires, each one worse than the next. Among them: "If Benjamin Franklin Had Been a Mafia Don"; "Behind The Scenes at Nathan Hale's Hanging"; "If Patrick Henry Announced Monday Night Football." Others equally horrendous. Yours at **\$15.75** each. All sales final, irrevocable, and unexchangeable.

XMAS SONG PARODIES. Why did we order this article? Heaven knows, but we're relieved to unload it at \$2.95 a ditty. Available are "We Three Clods From Omaha Are" (to the tune of "We Three Kings From Orient Are"); "It Hangs Down From Our Chandeliers" (to the tune of "Upon A Midnight Clear"); "Come All Ye Woe-ful"—and seven more, equally idiotic and unsingable. All 10 only **\$15.50**



NIXED FRONT COVERS. We've got close to a dozen piled up in our stockroom, and if you saw them you'd understand. We'll never know why we commissioned a picture of Alfred E. Neuman as a Bulgarian naval officer, or conducting the Mormon Tabernacle Choir, or performing open-heart surgery, but we did and with disastrous results. Only **\$12.95** each—as is and absolutely non-returnable.

SHTOONK GROINK SHKLUP



DON MARTIN SOUND EFFECTS. Several hundred expressions, set in type for Don Martin articles, but never used. We note 37 THLUPs, 24 FWAPs, a dozen or so THOOMP and SPROINGS, plus the usual BREEP-BREEPs, FWADDAPs, KA-BOOMS, FWISKS and SKLISHKs, and an occasional SKLOOSH, FLA-BADAP and a FOONGA FOONGA. The entire lot only **\$21.50**. Order now and receive **FREE 3 FONEBONES**.



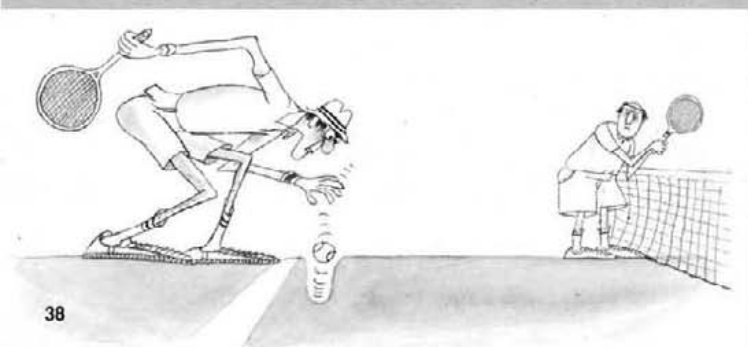
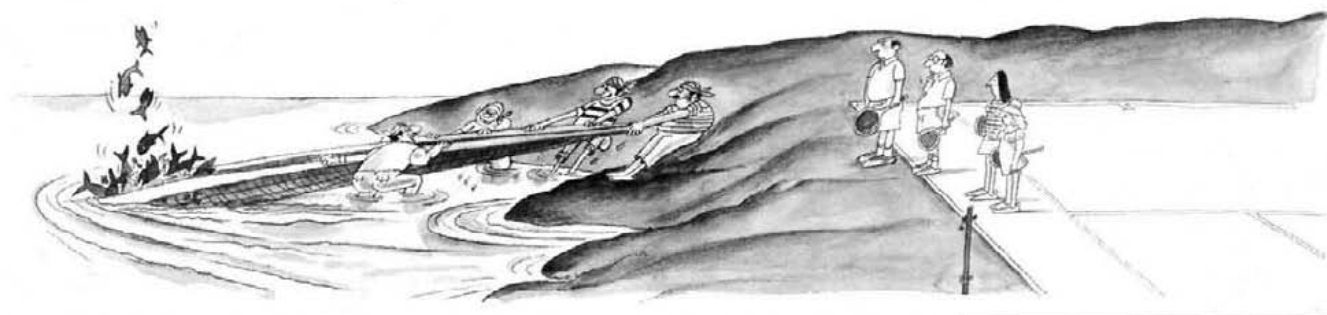
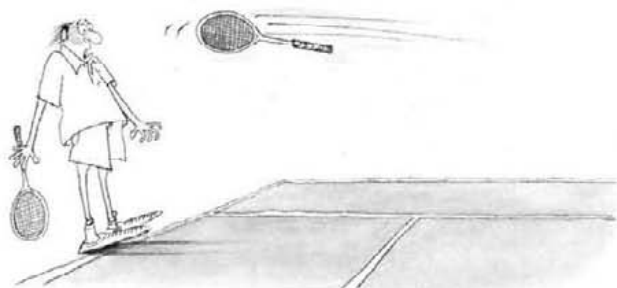
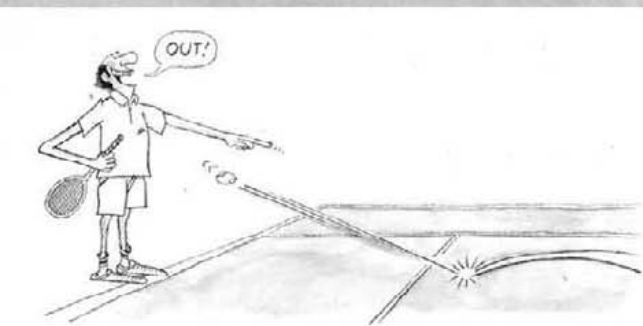
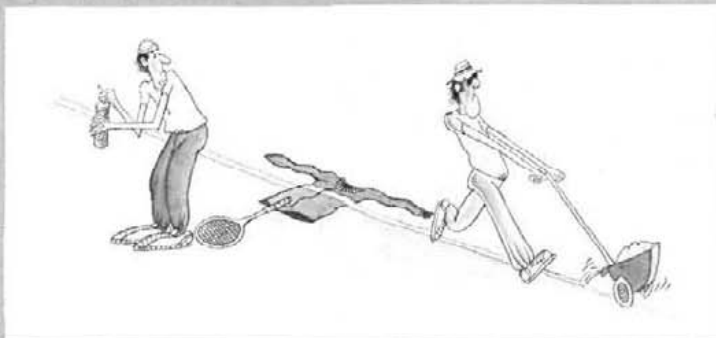
FILLERS. At MAD, a "filler" is a short article that can run any time. Well, we've got a pile of them that can't run any time. You can choose from such ridiculous premises as "You Know You're a Member of an Emerging African Nation When . . ." or "Whoopie Cushions to Match Careers" or "When The Trend Toward Aging Gets Out of Hand." 4 for **\$10.00** until Feb. 1. After that, 5 for **\$10.00**.

DAVE BERG'S "LIGHTER SIDES." Only a few left of these 5-pagers, which, though unprintable in MAD, will make wonderful decorations for your den. Still available are "The Lighter Side of Toilet-Training," "The Lighter Side of Terminal Illness," "The Lighter Side of Unwed Motherhood." Others available on request. Shipped in a plain brown wrapper **\$7.75** each.



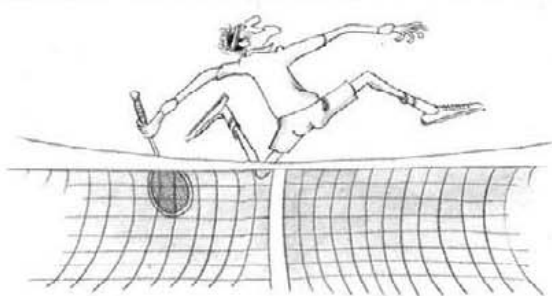
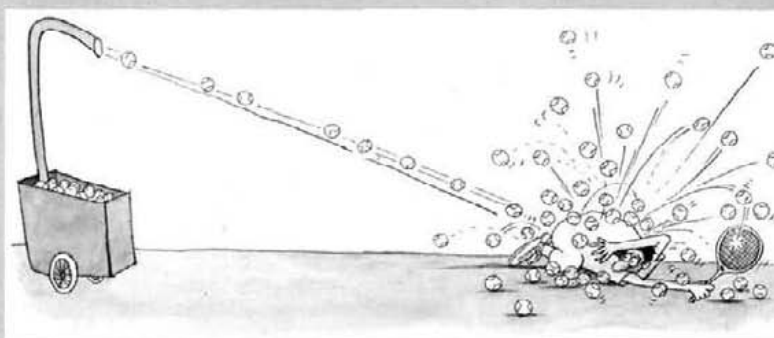
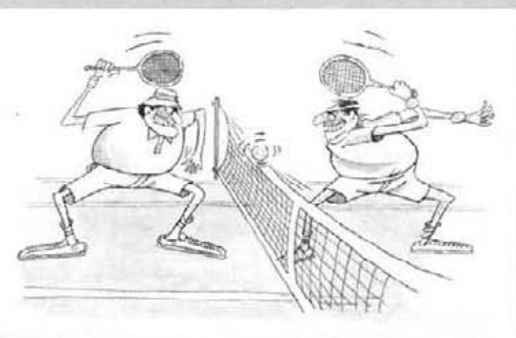
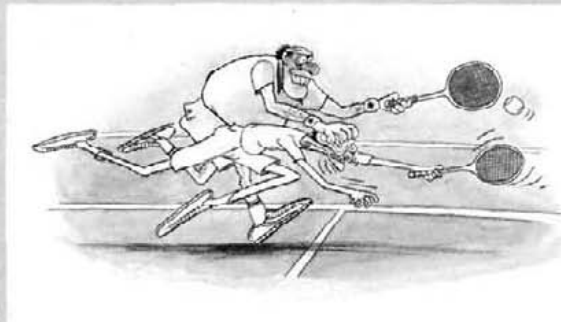
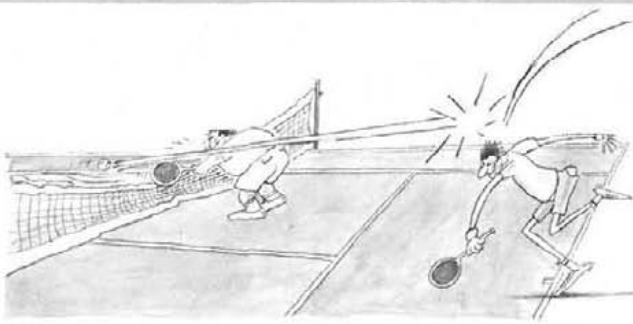
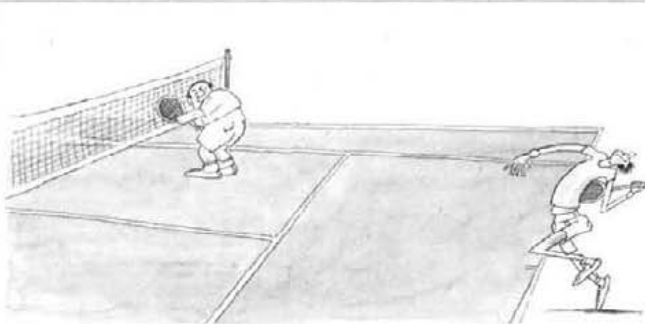
**NOTE: THIS SALE ENDS AUG. 9, 1976
NO ORDERS ACCEPTED AFTER THAT DATE.**

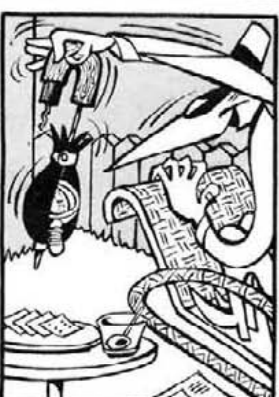
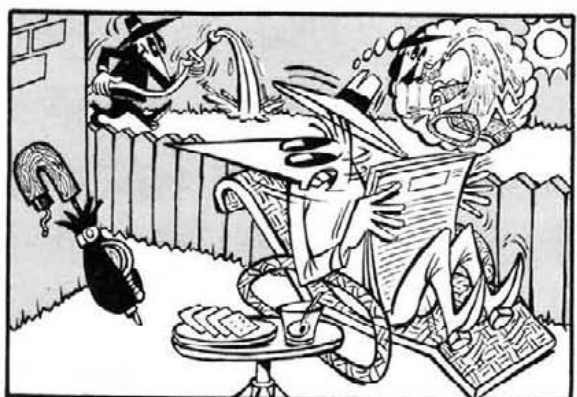
A MAD Look At The



TENNIS SET

ARTIST & WRITER:
PAUL PETER FORGES





PRESENTING A **MAD** DOUBLE FEATURE

CAN A 12-YEAR-OLD GIRL
HANDLE HER ROLE AS A
STAR OF A TEAM... AND
NOT GO TO PIECES?!

CAN A 50-YEAR-OLD
COACH HANDLE A
12-YEAR OLD GIRL...
AND NOT GO TO JAIL?

WILL SPORTSMANSHIP PREVAIL IN LITTLE
LEAGUES—OR IS THIS A REALISTIC MOVIE?

SEE

The year's most
heart warming,
adorable movie,
about a bunch
of misfits who
show that with
courage and
determination,
you still have
to play dirty
to win!

THE BAD MOUTH *Bears*

STARRING
TANTRUM WALTER
O'NEAL MATTAU

AND A CAST OF JUVENILES OF ASSORTED
SIZES, RACES, CREEDS AND VULGARITIES



THE PICTURE
MARLY BRANDY WANTED
TO MAKE SO HE
WOULDN'T BE BOTHERED
WITH AN AWARD ON
"OSCAR" NIGHT!

THE PICTURE THAT
HACK NICHOLPLUGS
DIDN'T WANT TO MAKE
BECAUSE HE WAS AFRAID
THEY MIGHT TAKE
HIS "OSCAR" BACK!

THE PICTURE THEY SAID COULDN'T BE MADE
(OR WAS THAT SHOULDN'T BE MADE?)

SEE

Hollywood's
two biggest
Stars ...
locked in a
colossal
struggle ...
to determine
whose career
will survive
this bomb!

"THE MISERY BREAKS"

STARRING

MARLY BRANDY & HACK NICHOLPLUGS

& A CAST OF ADULTS OF ASSORTED SIZES,
SEXES, CREEDS AND VULGARITIES



Can a tired old man with psychological problems who tries to drown himself in drink maintain respect as a leader? No, this isn't a movie about Richard M. Nixon! It's about Coach Morris Buttermilker and . . .

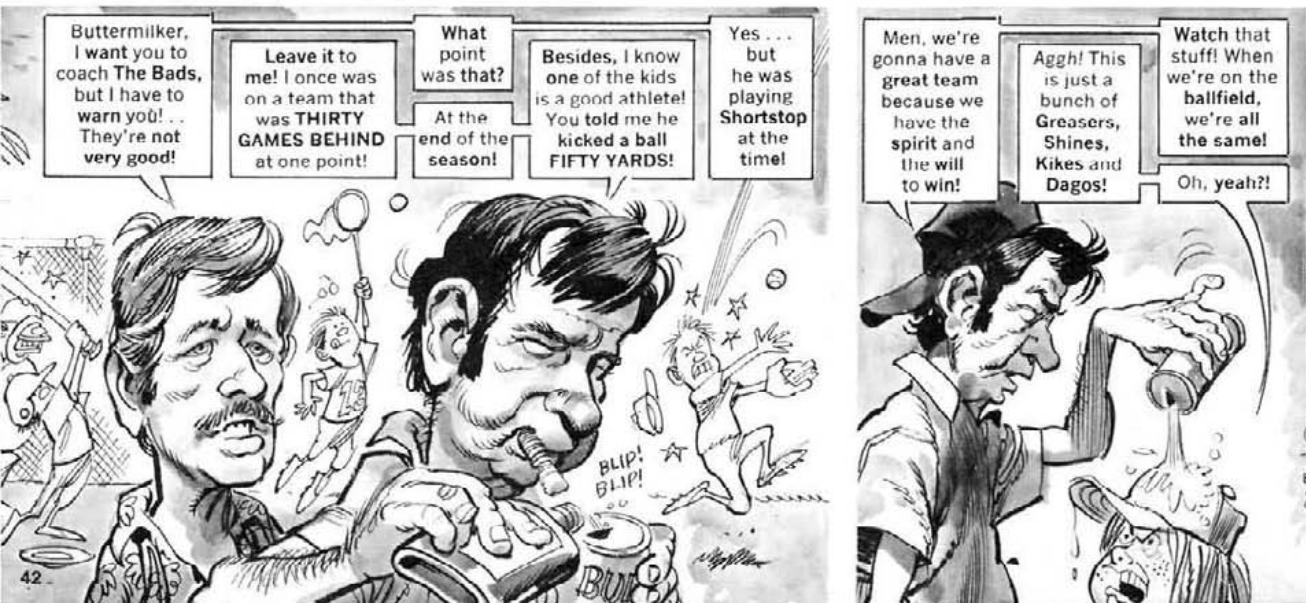


THE BAD-MOUTH Bears



ARTIST: JACK DAVIS

WRITER: STAN HART







Don't tell your friends the ending of this latest Western epic making the rounds, or they'll know you sat through it all, wondering when . . .



THE MISERY BREAKS



Yep! This is real Western Justice! No court . . .! No trial . . .! Just string 'im up and no questions asked!

Was he a Rustler?

I don't know! That's one of the questions we didn't ask!

I dream of the day when there's a better way . . . when men will no longer be violent to men!

What better way?

When men will be violent to **WOMEN!** Especially **ME . . .** pant, pant!

Begorrah! I'm "The Regulator"! I'll put an end to th' Rustlin'!

Yeah? How?

Erin go bragh! When I foind me a Rustler, I'll just takk t' him!

And what'll THAT do . . . ?

While he tries t' figure out what I'm sayin' . . . and why I'm usin' an Irish brogue in a Western movie, I'll shoot him!

Now we know why he was such a great rider!

Yeah! He was glued to his saddle!



ARTIST: ANGELO TORRES

WRITER: STAN HART

I'll get even with ' that ranch owner for hangin' my buddy! I'm gonna steal his horses, burn his house, and kill him inch by inch!

Man, you are a SADIST!

I know! And then I'm gonna run off with his ugly daughter!

His ugly daughter? WHY???

Because I'm also a MASOCHIST!

I sure admire the way your Father handles Rustlers! I'd like to get a nice place as close to him as possible!

There IS a place available that's right next door to him!

Oh? Where?

In my bedroom!!

Naahhh! I ain't that kind of guy!!

Oh, really? Then sleep in HIS bedroom!!

I ain't that kind of guy either!!

Well, when you make up your mind, call ONE of us! We're a very sexy family!!



Why do you like working in your garden?

I love fresh air and the smell of newly-turned earth and the sounds of the birds and the bees!

The birds and the bees? I can take a hint! Let's go into the house ...!

Aren't you a little obvious?

I can't help it! You're ... you're the first man I really wanted!

Your whole life?

No, this whole morning!



We're goin' up t' Canada t' rustle some horses from the Mounties!

And you're goin' without me?!

It'll mean lots of ridin' and shootin'! You stay here with the owner's daughter!

No! You gotta take me!

You're achin' for some ACTION, huh?

No ... for some REST!!



Those Rustlers killed my best Honcho to get even for hangin' their friend! So I hired me a "Regulator" to track 'em down!

Begorrah! I'm here!

Why are you dressed like that?

It's my disguise ... so I can travel around the West unnoticed!



Well, now! Let me review my plans ...

Plan 1: I'll spy on the Rustlers and study their methods of operation! Then ... once I get that ... comes ...

Plan 2: I'll see if any girls in the neighborhood are getting undressed!



Kiss me! Kiss me! Kiss me!

Bite me! Claw me! Whip me! Beat me!

I want you to show me that you CARE!!

Kiss you?!! We shouldn't even be doing THIS!

Why ...?



You killed one of my PALS ... an' now I'm gonna kill YOU!!

No, you won't! It's against the law!

Killin' KILLERS isn't against the law ...!

No, but killin' WHALES is!!



You're nothing but a fiendish killer and I want you to stop!

I've a job t' do, an' I intend doin' it, begorrah! An' I suggest you pay more attention t' your daughter's behavior!

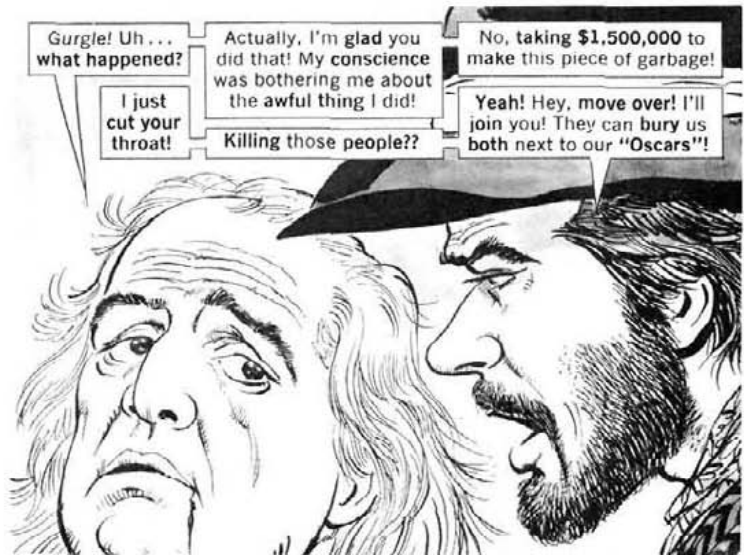
Listen, my daughter is a good girl! Ask anybody! They'll tell you!

I asked everybody! They said she wasn't GOOD ... she was GREAT!

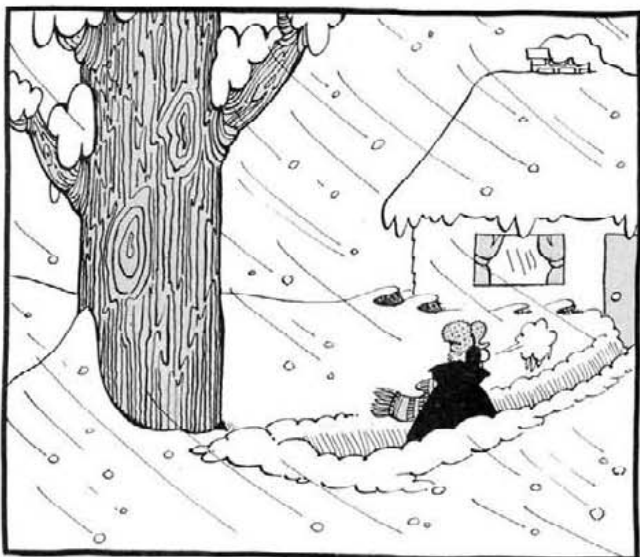
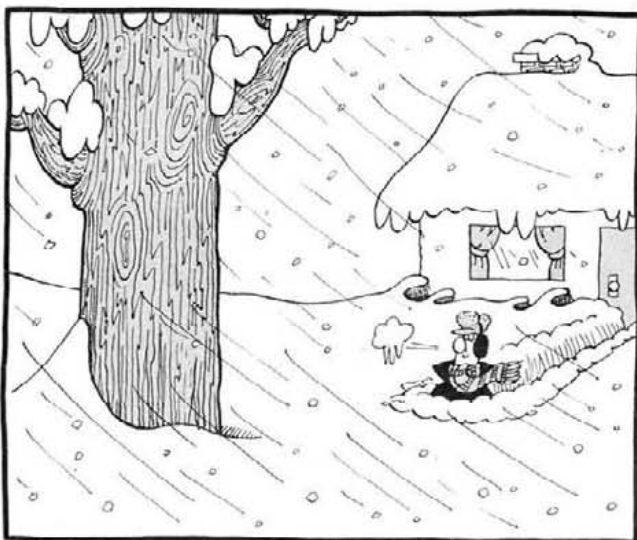
Her morals are MY business!

Then I suggest you declare bankruptcy!





LATE ONE AFTERNOON LAST JANUARY



**WHAT PARTICULAR
SPECIES IN OUR
ENVIRONMENT IS
SURE TO GET
SPECIAL
PROTECTION
FROM ANY WINNING
CANDIDATE?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

There are many creatures in our environment that look to our elected officials for their survival. But one particular animal has no worries at all because it is always fully protected by the winning candidates. To find out which species this is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



**FIERCE FIGHTS FOR SURVIVAL AFFECT SPECIES AT
ALL LEVELS OF OUR ENVIRONMENT. BUT EVERY
CANDIDATE WHO WINS HAS ONE SPECIES HE PROTECTS**

A

B

ARTIST & WRITER:
AL JAFFEE

PAY AS YOU GO!

THE PRACTICE OF MODERN MEDICINE



A M A

ANOTHER MAD
ADMONITION
MINI-
POSTER